

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:

**Toni Kopra**

Serial No.: 09/580,583

Filed: May 30, 2000

For: Location Aware Product Placement  
And Advertising

Atty. Docket No.: 004770.00891

Group Art Unit: 3622

Examiner: Y. Retta

Confirmation No.: 8331

**RESPONSE AND AMENDMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This paper is responsive to the non-final Office Action mailed July 24, 2007. The Office Action set a three-month response period, making this paper due on or before **October 24, 2007**. A request for a one-month extension is being submitted in conjunction with this paper. If any fees are deemed owed with this submission or if overpayment has been made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733, accordingly. Reconsideration is respectfully requested in light of the following:

**Amendments to the claims** are found in the **Listing of Claims**, which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.